

A Community-based Tobacco Cessation Program: Lessons Learned

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Background

- ❖ iYa No Fumo! Is a partnership that draws upon the strengths of three organizations to provide a tobacco treatment program using best practices. The program is culturally tailored for the Latino/Hispanic community

Effective Program Design

- ❖ Combination of individual and group counseling
- ❖ Nicotine Replacement Therapy offered free of charge to all appropriate clients
- ❖ Located in the community at a well known community agency (Progreso Latino, Inc.)
- ❖ Bilingual tobacco treatment specialists from community

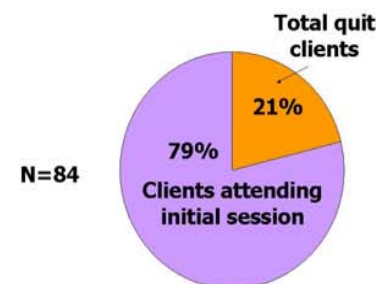
Recruitment

- ❖ State funded quit line received very few calls from Latino/Hispanic callers. Focus groups revealed that 1-800 number was unacceptable. Second media campaign promoting local Progreso Latino number resulted in approximately 200 calls
- ❖ Television media campaign with testimonials results in large increase in calls
- ❖ Word-of-mouth also contributes to referrals

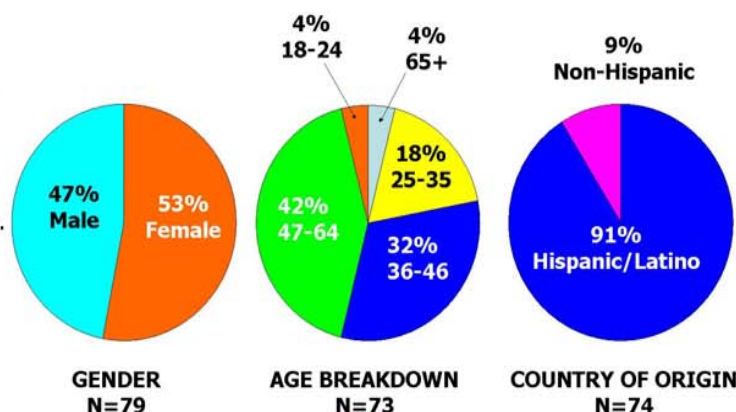
Program Statistics September 2003 – July 2004

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| Total calls during DOH campaign (January-April 2004) | 153 |
| Number of clients that saw Television ads | 148 |
| Total of clients attending initial session | 84 |
| Total clients on NRT from September '03 through July '04 | 79 |
| Total clients currently on NRT | 36 |
| Total inactive clients | 28 |
| Total quit clients | 18 |

21% of Cohort quit as of July 2004



Client Demographics



Current Challenges

- ❖ Large number of clients lost to follow-up due to return to country of origin, cell phone inactive, address change
- ❖ Funding source dependent on state budget
- ❖ Recruitment in between media campaigns

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